



Features, Advantages & Benefits

A Comprehensive Guide

Features, Advantages & Benefits



These three concepts are necessary in any successful, effective sales strategy.

Features, Advantages & Benefits



They are needed both in sales proposals and in person to communicate your product well and increase your chances of success.



What are Features, Advantages & Benefits?

Often salespeople omit key things that link the three ideas together. For example, you may see people who fail to mention the benefits but talk at length about the features and the advantages. Some people may discuss benefits but only at the end, and briefly.



What are Features, Advantages & Benefits?

A balanced, inclusive combination of the three are needed for successful sales.

Features



Features are parts of your product or service that you are selling. These can be anything from price of the product to the color to the speed.

Advantages



The advantages of the product are the things, in your opinion as the seller, can benefit or service the customer.

Benefits



The benefits of the product are the advantages that can solve a problem for the customer.

How to Outline Good Features, Advantages & Benefits



How to Outline Good Features, Advantages & Benefits



Work closely with the customer to get idea of their needs

You cannot accurately or successfully include good features, advantages and benefits unless you know the customer and what they want well.

How to Outline Good Features, Advantages & Benefits



Everyone in your team needs to have a good understanding of the customer's needs

Often, a lot of sales teams and professionals misunderstand the customer's needs and potential benefits. Everyone in your team needs to be fully aware, from the proposal writers to the sales staff.

How to Outline Good Features, Advantages & Benefits



Try to convert all of your advantages to benefits

Advantages are good in the early stages of your sales process but once you start to know the customer better, you know enough to convert them to benefits.

How to Outline Good Features, Advantages & Benefits



Always put extra emphasis on benefits

In complex sales processes, the customer always chooses the proposal with the most benefits. Features places emphasis on the seller and not the customer, whereas benefits put customers and their needs first.

How to Outline Good Features, Advantages & Benefits



Always quantify benefits as much as possible

When you make the effort to quantify the benefits, customers are able to make a value decision and choose you because they realize the benefits outweigh the cost of the product. If you quantify the benefits as a seller, you'll find not only does it force collaboration with the customer, but it also sharpens your vision.

To Sum Up



A balanced, inclusive combination of FEATURES, ADVANTAGES and BENEFITS are needed for successful sales.

To Sum Up



THE ENTIRE TEAM NEEDS TO UNDERSTAND THE CUSTOMER'S needs fully and project the FEATURES, ADVANTAGES and BENEFITS appropriately.



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